



Gryphon conducts a regular client review process to ensure we continue to meet our clients' needs and to identify opportunities for improvement. We engage INCITE, an Edmonton based marketing consulting firm, to conduct this process. Using a professional third party ensures objectivity, client confidentiality, and we hope helps to demonstrate our commitment to providing exemplary customer care and professional advice. We have now undertaken this process with INCITE three times – in 2014, 2017, and now again in 2020.

NET PROMOTER SCORE

The Net Promoter Score (NPS) divides an organization's stakeholders into three categories: Promoters, Passives, and Detractors. It is calculated by determining the percentage of respondents who are Promoters and subtracting the percentage of respondents who are Detractors. By asking one simple question (How likely is it that you would recommend Gryphon Benefits & Insurance to a friend or colleague?), we can get a clear measure of our performance through the eyes of our clients.

The boutique service experience makes me feel like I am their most important client.

For more info visit en.wikipedia.org/wiki/Net_Promoter

GRYPHON NET PROMOTER SCORE

Gryphon has continued to maintain a consistently high NPS.

HOW TO TRACK NPS:



$$\text{NPS} = \% \text{ Promoters} - \% \text{ Detractors}$$

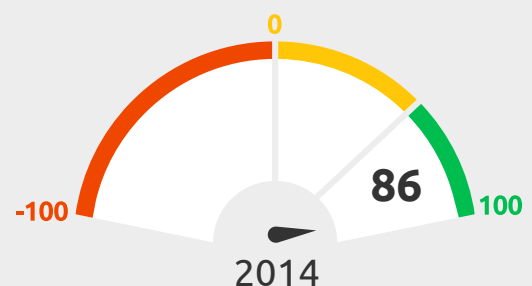
Scale: -100 to 100 Good considered: 0 to 50 World-class considered: > 70



2017



2020



2014

WHY GRYPHON

Clients choose Gryphon to help them navigate their group benefits and insurance needs. The following are the highest rated reasons why clients work with Gryphon:

- *Exceptional customer service*
- *Responsiveness*
- *Emphasis on building personal relationships*
- *Knowledgeable industry advocates*
- *Provide best value for price*

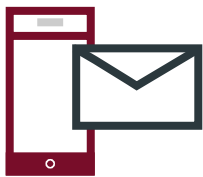
BRAND ADJECTIVES

The following adjectives describe the perceived personality of Gryphon based on client feedback (larger responses were the most commonly stated):



CUSTOMER SERVICE DATA

Based out of a rating of 10



Ease of getting in contact with
9.6



Responsiveness
9.6



Helpfulness
9.6



Knowledgeable
9.5



Attention to detail
9.5



Professionalism
9.6



Friendliness
9.7

“They care and they take the time. You don’t find a partner like Gryphon every day.”



INCITE is an Edmonton based marketing and strategy consulting firm specializing in growth, brand, and communications. INCITE performed Gryphon's 2020 client feedback process and all data shared in this document is validated and confirmed by them.

CONTACT

Gryphon will continue to make every effort to exceed our clients' expectations and look for ways to maintain our industry leading results. If you have additional feedback, questions, or concerns, please reach out to us directly at anytime.

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